

Rep Order# 9851489 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/24/2012 11:09 AM  
Last Received: 10/24/2012 10:28 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product THOMAS PETERFFY  
Estimate# 1548  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1548  
Flight Dates 10/25/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TH-F	6A-7A	GM CINN	:60	\$2,800.00	10/25-10/26	2 P1	1	2	\$5,600.00	
	2	TH-F	430P-5P	NEWS	:60	\$4,000.00	10/25-10/26	2 P1	1	2	\$8,000.00	
	3	TH-F	6P-630P	NEWS	:60	\$5,600.00	10/25-10/26	2 P2	1	2	\$11,200.00	
	4	TH-SU	11P-1135P	NEWS	:60	\$6,400.00	10/25-10/28	2 P2	1	2	\$12,800.00	
	5	TH	9P-10P	PERSON OF INTEREST	:60	\$19,000.00	10/25-10/25	1 P2	1	1	\$19,000.00	
	6	F	10P-11P	BLUE BLOODS	:60	\$16,000.00	10/26-10/26	1 P2	1	1	\$16,000.00	
	7	SA	9P-10P	CRIME REPEATS	:60	\$4,000.00	10/27-10/27	1 P2	1	1	\$4,000.00	
	8	SA	10P-11P	48 HRS MYSTERY	:60	\$6,400.00	10/27-10/27	1 P3	1	1	\$6,400.00	
	9	SU	1030A-11A	FACE THE NATION	:60	\$7,000.00	10/28-10/28	1 P1	1	1	\$7,000.00	
	10	M-F	6A-7A	GOOD MRN CINN	:60	\$2,800.00	10/29-11/02	1 P1	1	1	\$2,800.00	
	11	M-F	430P-5P	NEWS	:60	\$4,000.00	10/29-11/02	2 P1	1	2	\$8,000.00	

Rep Order# 9851489 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/24/2012 11:09 AM  
Last Received: 10/24/2012 10:28 AM  
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product THOMAS PETERFFY  
Estimate# 1548  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1548  
Flight Dates 10/25/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	M-F	6P-630P	NEWS	:60	\$5,600.00	10/29-11/02	2 P2	1	2	\$11,200.00	
	13	M-F	11P-1135P	NEWS	:60	\$6,400.00	10/29-11/02	2 P2	1	2	\$12,800.00	
	14	TU	8P-9P	NAVY NCIS	:60	\$20,000.00	10/30-10/30	1 P2	1	1	\$20,000.00	
	15	W	10P-11P	CSI	:60	\$20,000.00	10/31-10/31	1 P1	1	1	\$20,000.00	
	16	M	430P-5P	NEWS	:60	\$4,000.00	11/05-11/05	1 P1	1	1	\$4,000.00	
	17	M	6P-630P	NEWS	:60	\$5,600.00	11/05-11/05	1 P2	1	1	\$5,600.00	

---REPORT TOTALS---

Report Totals: 24 / \$174,400.00

---SALES MONTHLY TOTALS---

Oct 12: 13 / \$90,000.00 Nov 12: 11 / \$84,400.00

Sales Totals: 24 / \$174,400.00

Station Totals: 24 / \$174,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$381,119	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 19%
		WKRC 45%	WLWT 8%	WSTR 0%	WXIX 25%	

Books null  
Demos RA35+





Advertiser: Thomas Peterffy

**Local 12 WKRC-TV**

1548

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 15	WKRC	10/31/12	10/31/12	Wed Reg 3	CM	10:00 PM-11:00 PM	--W----	1:00	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00	
CSI																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/29/12	11/04/12	--W----	1	\$20,000.00	0.00									
E 16	WKRC	11/05/12	11/05/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 11/05/12	11/11/12	M-----	1	\$4,000.00	0.00									
E 17	WKRC	11/05/12	11/05/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	M-----	1:00	1	\$5,600.00	P-2	0.00	NM	1	\$5,600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 11/05/12	11/11/12	M-----	1	\$5,600.00	0.00									
														Totals	24	\$174,400.00